

# Valentine's Day "PROVE YOUR LOVE – BUCKLE UP"

## Campaign Talking Points

### Key Talking Points:

**Utah is #1 when it comes to love, especially when it involves families. We get married young. We have a lot of children and we have them early in life.** In fact, according to the latest U.S. Census data:

- Utah has the nation's youngest average age at marriage — 24.1 for women, and 26.2 for men (*about three years younger than the national average for both*).
- Utah is top in the percentage of households headed by married couples (*60.6 compared to a national average of 48.1*).
- It is No. 1 in households with at least one child under age 18 (*42.2% compared to a national average of 32.4%*).

**Motor vehicle crashes are one of the leading causes of death in Utah. In 2012, 217 people died on our roadways and 79 of those were unrestrained.**

- 79 families will miss their loved ones in innumerable ways.
- An estimated 68 lives were saved by seat belts in Utah in 2012, and 27 additional lives could have been saved with 100 percent seat belt use.
- The age group with the highest number of unrestrained fatalities was 20-39 years of age (39% of the people who died in crashes in 2012 were age 20-39 years). This age group also had the lowest percentage of restraint use (Only 28.8% of people ages 20-39 years who died in crashes were buckled up). Interestingly, this is the age in which people get married and start a family.....(could be expanded)

**Focus groups tell us that the most effective method for motivating non-users of seat belts to buckle up is the urging from spouses, kids, and grandkids.**

- More than 500,000 Utah motorists still don't buckle up.
- What's going to change their minds? The threat of getting a ticket doesn't really work. Most stated they were not convinced seat belts keep them safer and resent government telling them what to do. Many had a false sense of security, believing that if they drive defensively, they are not vulnerable. They also told us that seat belt advertisements don't motivate them. What changes their mind about buckling up is their loved ones.

**A message to non-users of seat belts. Buckling up might not be the most important thing to you, but you are the most important thing to them.**

- Back to the U.S. Census information, Utah happens to have the largest number of families that depend on single incomes.
- What will your family miss if you are gone? Who will pay the bills? And it's not just about money...who will help raise your children?